



Speakeasy Europe Helps Deliver a Record Setting OpenStack Summit in Paris

The Challenge

Coming off the heels of a successful Summit in Atlanta, just 6 months later, the OpenStack Foundation was preparing for its second event of the year in Paris and the first one to be held in Europe. The expectations to increase the number of attendees and the quality of coverage were high. Because OpenStack had not previously focused on the European market, they needed a partner that had strong relationships with media and analysts in several countries, including the United Kingdom, France and Germany.

The Solution

Speakeasy identified the most influential media and analysts in Europe and began to share ongoing news and information about OpenStack in order to secure their attendance at the Summit in Paris. The team set up informal meetings for OpenStack

SPEAKEASY

STRATEGIES

executives Jonathan Bryce and Mark Collier with select French and English media in advance of the show to ensure a steady stream of coverage leading up to the event. At the Summit, Speakeasy created a seamless experience for media and analysts with key events that provided them with the opportunity to learn about OpenStack from executives and the users themselves.

The Results

More than 4,600 people, including 40 European media and analysts, attended the OpenStack Summit, a record increase over all previous events. Multiple pieces of coverage appeared in leading UK tech press including *V3*, *TechRadar Pro*, *ComputerWorld UK*, *Business Cloud News* and *Data Centre Dynamics*. Print coverage ran in Germany's *Handelsblatt* and *Cloud Computing Insider* and French outlets such as *L'informaticien*, *Le Monde Informatique* and *Le Mage IT* published stories as well. Overall media and analyst coverage reinforced that OpenStack is reaching maturity and has a thriving, global community dedicated to improving and evolving the open source platform.

RECORD NUMBERS

MORE THAN

4,600

ATTENDEES

40

EUROPEAN
MEDIA &
ANALYSTS

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